



Freshview Journal

Edition 2
Autumn

FRESHVIEW

Foods Ltd

Contents

3

A cook on the bright side

An introduction to our autumn journal

4

Specialist supplier spotlight

Manor Farm Fruits

5

Cook the seasons...

Seasonal updates for your menus

6-7

Chef in the spotlight

Meet the tattooed executive chef who
loves building garden furniture

8-9

What we have been doing and where we are now

What has Freshview been doing since the May reopening?

9

Win a premium chef jacket

Make sure your name is entered into the hat to win
a premium chef jacket!

10

Freshview hero spotlight

A Q & A spotlight on one of our Freshview heroes

11

Seasonal inspirations

Two inspirational autumn recipes

A cook on the bright side

Welcome to the second edition of the Freshview Journal.

Hello!

Welcome to the second issue of the Freshview Journal. We have been blown away by your kind words and positive response to issue 1. Thank you for sharing your thoughts with us. It makes it all the more worthwhile knowing that you enjoyed reading our newsletter.

What can you expect from our second edition?

We share with you what we have been doing since the reopening of restaurants in May and how it's impacted the Freshview team. Turn to page 8 to read more.

We have two Q & A's in this edition: One with Chef Ian Futter from the Cock O' Barton and the second with one of our Freshview heroes. Plus, another competition on page 9. The winner of our competition in our first edition was Chef Philip Olivant - congratulations!

The 'C' word, dare we mention Christmas? It will be here before we know it and we are sure most of you will have finalised your festive menus by the time you read this. Don't forget we are here to share our wisdom about which fresh produce lines may be difficult to source or are costly due to seasonality, so don't hesitate to ask for our advice.

Staying with Christmas and the festive period, we will soon be sending out our festive brochure, featuring a host of seasonal ingredients along with our trading dates for December. With Christmas Day falling on a Saturday this year, a long weekend will no doubt challenge us all after an anticipated monster month of trading in December.

As always, we are here to help, so please speak to a member of our customer service team or your account manager about your specific requirements or new product requests.

Don't forget that you can rely on Freshview for so much more than just fresh fruit and vegetables. Our product range continues to grow, so if you are struggling with other suppliers of dry goods, frozen, dairy, bakery, gluten free etc., it's definitely worth talking to us!

Thanks for reading. We hope you enjoy the 2nd edition of the Freshview Journal.

**FRESHVIEW**
Foods Ltd



Specialist Supplier Spotlight



Situated in the picturesque village of Hints in Staffordshire, **Manor Farm Fruits** is just 3 miles from Tamworth and 6 miles from Lichfield. Owned and run by the Clarke family for three generations, the farm is one of Staffordshire's longest established soft fruit growers.

With a total of 55 acres of soft fruit, the Clarke's grow approximately 200 tonnes of strawberries and 150 tonnes of raspberries, of that are 17 acres of strawberries, raspberries, gooseberries, redcurrants, blackcurrants and blackberries which are designated specifically for 'Pick-Your-Own'.

The Clarkes pride themselves on producing the best quality fruit, growing multiple varieties of strawberries and raspberries, which offer subtle differences in flavour and appearance.



Manor Farm Fruits supply strawberries, raspberries, blueberries and blackberries to Freshview between May and October.



Manor Farm Fruits produces different varieties of strawberries and raspberries with subtle differences in flavour and the Clarkes take pride in the quality of their produce.



Manor Farm Fruits has been supplying Freshview for more than 10 years. We are proud supporters of locally sourced and sustainable produce from independent growers and producers.



Cook the seasons...

Autumn is a feast of riches when it comes to fresh produce. With the last of summer fruits and plenty of root vegetables coming into season, it's no wonder autumn is seen as a bountiful time of the year. In fact, in the U.K. it is at this time of year that we celebrate the food grown on the land with countless annual Harvest Festivals. Celebrating successful harvests has existed since pagan times and it is now celebrated in churches and schools around the UK. There are also similar festivals around the world, including the famous Thanksgiving day celebrations in Canada and the USA.

Pumpkins and squashes are definitely the two main poster heroes for autumnal seasonal produce. The British season runs from October to December but our experience tells us that they are often overlooked and absent from menus. Let's be clear, they are not the sexiest of vegetables. However, with a little creativity some very exciting dishes can be created. Couple this with the continuing growth and interest in plant based/vegan dishes, they are vegetables definitely worth considering when menu planning for the this season.

Plums can come in many different guises: some sweet, others slightly more tart; for cooking or for eating and in many different rich hues. However, they do have some common characteristics such as their smooth, richly coloured skin and a hard central stone. In fact, they are the juiciest fruit in the stone family.

Although available all year round, British varieties are in season from mid-August to October. A late summer fruit, there are many varieties with damsons, greengages, and Marjorie Seeding the most popular. The season is short, so don't delay! More than just a dessert fruit, they make the perfect accompaniment to any game dishes you may create for your menu.

Now appearing until spring next year, the **apple** that keeps the doctor away can be English, as the first of the earliest start to appear.

First to fall are the Discovery, rosy-cheeked and with a pink blush to their flesh. They have an air of strawberry about them in colour and flavour that is quite fitting, as they take over the seasonal baton from our favourite soft fruits.

They may be small, but these first **British apples** are a world apart from the imported varieties. British Braeburns for example, are completely different from the imported versions and are another early arrival to look forward to.

For many people, the mid-season is when things really get going, particularly the early October arrival of our beloved Cox Pippins. The focus then shifts to late cropping, tawny-skinned russets such as Egremont, through until Christmas. The very late crops, like Crispin, are usually harvested until March. The fruit's natural keeping qualities combined with modern storage techniques mean we can enjoy home-grown fruit and a fairly clear carbon conscience until the end of May.

Brussel sprouts, not just for Christmas, these brassicas are fast becoming a firm favourite beyond the festive period. The British season begins in early September, but these versatile vegetables are often overlooked for anything other than Christmas menus, which is a real shame. We do witness some chefs seeking different ideas for their autumn menus, having tremendous success with sprouts. If they are not on your radar at the moment, why not give them a try?

Cabbages and kales. Autumn is when these English brassica's are at their very best, and whilst we are used to having them all year round, as the nights begin to draw in they move to another level of great eating.

English parsnips, carrots, beets, celeriac, swede and turnips are all thriving as summer turns the corner. **Rainbow Chantenays** and **piccolo parsnips** have started too and will be with us well into winter.



Q
A

Tell us a little bit about yourself

I'm Ian, 34 years old & I am head chef at the Cock O'Barton.

Q
A

How long have you worked for the Cock O'Barton?

I have worked here for six years, three years as head chef.

I have a passion for creating exciting dishes using a wide range of local ingredients & different cuisines.

Q
A

Why do you continue to use Freshview?

I continue to use Freshview Foods for the high quality produce, competitive pricing and amazing communication. They go out of their way to help me and my team.

Q
A

What are your passions away from the kitchen?

As well as work, I enjoy spending time in my garden building new furniture. I also enjoy going for walks in new places with my wife and dog. I love going out to try new food in different restaurants.

Q
A

What type of food do you love to cook most of all?

My favourite food to cook is Japanese/Asian style. However, I do love trying different cuisines, trying something new to keep the menus interesting at work.

Q
A

What is your favourite type of comfort food to eat when you're feeling lazy?

My favourite food to eat when feeling lazy is a good quality pizza, either homemade or a takeaway.

Q
A

What has kept you motivated during lockdown?

During lockdown I had the time to experiment with new flavours that inspired dishes on our current summer menu. We also had the opportunity to provide a takeaway service that helped keep our team motivated to improve our performance once lockdown ended.

Q
A

What are you most looking forward to when things get back to something like normal?

Over the next few months I will be excited to experiment with new and vibrant flavours, as well as introducing our new wedding menu. Also our team has grown from strength to strength over the last year so I am excited to see what the rest of 2021 has to offer.

Chef in the spotlight Ian Futter



Method & Ingredients

Cob Normande

by Ian Futter

Large white onions, 2 cloves of garlic, 1 sprig of rosemary, 250ml of dry cider, 25ml of white wine vinegar, 100g butter, 100g plain flour, 100ml of cream, 500ml vegetable stock

1. Start by finely slicing the white onions.
2. In a large pan add 25ml of oil and the onions on a low to medium heat.
3. Cook these for around 20 minutes until soft and translucent.
4. Finely chop the garlic and rosemary, add this to the onions and cook for a further 5 minutes.
5. Add the white wine vinegar and cider to the onions, turn up heat and bring to the boil.
6. Once the liquid is boiling, reduce the heat and reduce the liquid by two thirds.
7. Add the vegetable stock and reduce again by half.
8. In a separate pan, melt butter and add flour to make a roux.
9. Add the roux to the onion and cider to thicken.
10. To finish the soup, add cream and salt and pepper to taste.

Croutons

2 slices of white bread, 25ml of oil (vegetable oil is fine), salt, pepper, 100g mature cheddar.

1. For the croutons, cut the sliced bread into 1 cm squares, place on a tray with 10ml of oil, salt and pepper.
2. Place in the oven at 180°C for 5-7 minutes until crisp and golden.

To serve

1. Spoon soup into bowls with croutons and top with grated mature cheddar, place back in the oven until cheese has melted.
2. Be careful bringing the bowls out of the oven...they will be hot



What we have been doing and where we are now

Since the May reopening, catering has been somewhat of a rollercoaster to say the least. What is apparent is the hospitality sector (and we include Freshview in this), has faced some enormous and unforeseeable challenges.

Social distancing requirements were expected by most to be the biggest challenge facing reopening, along with factoring in how lost revenue from reduced covers could be recouped to make opening viable. Little did we know, it didn't figure quite as high on the concern list after April 12th and May 17th. The shortage of staff has been by far the biggest hurdle we have all faced. This, compounded with the huge influx in trade, has stretched those working in hospitality to new limits.

Full restaurants and busy booking schedules have brought some essential relief to bank balances which have been hard hit over the past 12-18 months. Apart from the brief respite with the 'Eat Out to Help Out' incentive providing a lucrative August 2020, it's fair to say we will all look back on the last 12 months with a large degree of apathy.

Despite the 'Pingdemic', the future looks considerably brighter because the nation

has a better understanding of Covid-19 and the restraints that it has imposed on us. 'Freedom Day' has not made any significant impact to many in hospitality because they have been at full speed since May 17th.

There are still some significant challenges ahead and there are no quick fixes. Recruiting staff is the main challenge, and if you are reading this and have a full complement of staff in your business, then congratulations, you are in the minority! Chefs and front of house staff have never been in higher demand.

We have experienced staff shortages at Freshview, in our picking, delivery driver, prep room and customer service departments. We have never been so thinly stretched, and coupled with huge volumes of trade, we can say it has been difficult. Difficult for our people: The life and soul of our business who have had to cope with an increasing workload and fewer colleagues to rely on for support.

Difficult for our customers: They have had the same staff shortage issues and have worked with us during this difficult period. It's also worth reflecting on what impact staff shortages have had on growers and producers in the U.K.

Many farmers have not had enough staff to help with harvesting, 1000s of acres of amazing homegrown produce has been ploughed back into the fields.

Like yours, our staff have been nothing short of heroes through all this difficult time and we have done our best to recognise their ongoing contribution and commitment. Thankfully, Freshview's team numbers are now back to pre-pandemic levels.

The second major issue is the gaping holes in the supply chain. Just about every category we offer our customers has been affected. The well-publicised shortage of HGV drivers has prevented 1000s of deliveries dispatched by growers and producers reaching their destinations. Foodservice suppliers are experiencing frequent delays in stock arrivals, which coupled with staff shortages are resulting in many deliveries arriving short.

Further afield, many products are delayed because of a lack of air freight space and a reduction in flight numbers, which is still well below the 'old norm'. Some parts of the world are still feeling the pressures of the pandemic, and this too is having an impact on productivity and distribution.

Lets make no bones about this, the hospitality industry is in for a bumpy ride for the next 6-12 months.

On a final note, a heartfelt thanks goes out to every single one of our customers for their understanding during the past couple of months. We appreciate your patience and we believe we have made significant progress in service recently. Our recruitment drive has been successful, but we recognise we still have plenty of work to do and we won't stop trying to improve everything we do.

Win a premium chef jacket



Scan to enter

Want to be in with a chance of winning?

Simply head to <http://bit.do/freshviewfoodswin> to answer a few questions and we will pop your name in the hat. The winner will be picked on Thursday 31st October 2021. We'll contact the winner by email and look out for the announcement on our social media channels.



Freshview Hero Spotlight with Emily Brownsword

QA What do you enjoy most about it?

I like that I get to work with a few different departments, and that because of that it means I'm really 'in the know' about what's going on at Freshview.

QA How long have you been working at Freshview?

I started in July of 2016 straight after finishing university and I can't believe it's been nearly five years! Time has flown!

QA Has your career progressed during your time at Freshview?

I've been promoted twice during five years. I began in customer service, where I learned about our product catalogue and how to use the booking system. This meant that when I applied for the role of Sales & Marketing Administrator I had a great base of knowledge to work from. In that particular role, I controlled our social media channels, learned how to create and amend our website, helped the account management team and started to report to management. Following a couple of years with the sales team, I was promoted to the role of Commercial Analyst and started working alongside the Commercial Manager and procurement team.

QA What is your role at Freshview, what do you do?

My job title is Commercial Analyst, so my main task is to update all Freshview prices and then to report on and analyse how we are doing. This includes updating procurement portals, managing any new products and liaising with customers. I also work with other departments, mainly the account management team, to review prices and create reports so that our customers are up to date with price changes and service levels.

QA What did Freshview do during the pandemic for customers and staff?

Throughout the 1st lockdown, Freshview worked with the local schools to deliver food boxes to vulnerable children. We also created many different food boxes that were available to the general public to have delivered, which was great when the supermarkets were struggling and many people were having to isolate.

For the staff, Freshview have been great at keeping us updated on what is going on with Covid restrictions at the office, and during November & December, our furlough pay was topped up so no one lost out over Christmas!

QA Can you tell us a bit about yourself? Home life and interests away from work.

I live locally with a housemate which keeps life interesting! Pre-pandemic I used to go out most Friday nights and for meals out weekly with friends and family. Nowadays I have a drink in my friends' garden instead, and I go out for walks with my family and the dogs every couple of weeks. I'm also quite creative, so in my down-time I enjoy painting and learning new songs on the piano!

QA What is your favourite comfort food?

Definitely chocolate!

QA Who is your biggest influence and why?

Probably my mum – she's a kickass and take names kind of lady and I like to think that I've taken on some of her approach!

Pumpkin Seed and Feta Scones

Ingredients

675g self-raising flour
400g feta (small dice)
165g butter
150g mascarpone
300ml milk
50g pumpkin seeds (toasted & crushed)
20g salt
2 egg yolks

Method

1. Start by rubbing the flour, salt, butter together until it resembles fine breadcrumbs
2. Add the feta, mascarpone, milk and pumpkin seed and incorporate until the dough is evenly mixed
3. Pre heat oven to 180oc
4. Lightly flour a work surface and roll out the dough until roughly 2.5 – 3cm thick
5. Use a 5-6cm round cutter and cut out as many as you can, repeat the process until all the mixture has been used.
6. Place on a lined baking tray, ensuring there is a gap between each of the scones and brush with the egg yolks
7. Bake for 10-15 minutes until golden
8. Serve with a pumpkin/butternut squash soup as an alternative to bread.



Introducing Matthew Capper.

Matthew joined the account management team at Freshview in January 2020. He wanted a fresh challenge away from the pass.

A classically trained chef with extensive experience of leading kitchen teams, Matthew was a Freshview customer prior to becoming part of our family.

Matthew's role involves managing our development kitchen and relationships with some of our key customers. When not at work, he enjoys football, cooking, expanding his knowledge about food trends and spending time with his wife and son.

Butternut Squash Tarte Tatin

Ingredients

200g caster sugar
20g liquid glucose
80g butter
2x butternut squash
7-8 sprigs of thyme (picked)
1 packet of puff pastry

Method

1. Start by making the dry caramel by adding the caster sugar, liquid glucose to a heavy based saucepan and slowly caramelize, once caramelized add the butter and pour on to a lined tray to set.
2. Now peel and thinly slice (2-3mm) the butternut squash, use the bottom part of the squash with seeds in to make a puree.
3. Once the caramel is set add to a blender with the thyme until you have a fine crumb.
4. Now springle a quarter for the dry caramel into a frying pan, then place a layer of butternut squash, repeat this process until all the dry caramel and butternut squash has been used (about 4 layers)
5. Bake for 30-40 minutes on 185oc until the liquid is bubbling and the butternut squash is tender.
6. Now remove from the oven and using another frying pan placed on top remove all the excess liquid, (reserve the juice for later)
7. Using a dinner plate cut out a circle that roughly fits the frying pan and place on top of the butternut squash, bake for 8-10 minutes until golden brown.
8. Once the pastry is golden brown remove from the oven and turn out the Tarte Tatin.
9. With the excess juice reduce until a sticky glaze and brush over the Tarte Tatin.



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